WEEK 13: DELIVERABLES

Project: Cross-Selling_Recommandation

Name: Kumkum Chakraborty

University: Dr.B.R.Ambedkar University

Email: kumkumchakraborty2016@gmail.com

Country: U.S.A

Specialization: Data Analyst

Internship Batch: LISUM41

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GitHub Repo: https://github.com/Kumkumch/Data_Analyst_Intern_in_Data_Glacier/tree/main/week13

1.Problem Description:

XYZ credit union in Latin America is performing very well in selling the Banking products (e.g.: Credit card, deposit account, retirement account, safe deposit box etc.) but their existing customer is not not buying more than 1 product which means bank is not performing good in cross selling (Bank is not able to sell their other offerings to existing customer). XYZ Credit Union decided to approach ABC analytics to solve their problem.

2.Business Understanding:

The bank aims to increase cross-selling by analyzing customer demographics and financial behaviors without using machine learning. By Understanding income levels, age distribution, and product usage, the bank can offer tailored financial products like mortgages,investments,and pensions to the right customer. This will help improve customer engagement and product adoption. The project involves data inspection,cleaning,exporatory analysis, recommendations for data driven decision-making

Project Lifecycle

WEEK	DATE	PLAN
Week7	02/19/2025	**Business Understanding**
Week8	02/26/2025	**Data Understanding**
Week9	03/02/2025	**Data cleaning and Transformation**
Week10	03/09/2025	**Exploratory data analysis**
Week11	03/16/2025	**EDA Recommendation (ppt)**
Week12	03/23/2025	**6. Dashboard which should capture type of customer their count, segment wise (VIP, student etc.) customer average age and other KPIs which gives better business insight in taking decision.**
Week13	03/30/2025	**Final presentation**